



**DHEC's Office of Solid Waste Reduction and Recycling**

**For Your Information...**

## America Recycles Day

### What is America Recycles Day?

America Recycles Day (ARD) is a national celebration set annually on November 15 to remind us that recycling is working and the important role each of us plays in keeping it working. The theme for America Recycles Day is "For the Future...Buy Recycled Today!" The goal is simple: to increase the purchase of recycled content products, because you are not really recycling unless you are buying recycled products.

**Thanks to you,  
recycling is working!**

The proof is in the paper, plastic, steel, aluminum and glass that you've been recycling. It's now being made into all sorts of everyday products and packaging that are available on the market right now. There's just one thing left for you to do: buy them.

That's the cycle in recycling. You sort recyclable materials, your city or town collects them and manufacturers buy them to make into new products again. Anyone currently involved with recycling programs, purchasing or manufacturing probably has noticed the increasing attention to "Buy Recycled."

### Why is "buying recycled" important?

It's simple. In order for the materials that are collected through community programs to have value or be used in the manufacturing of products, there needs to be a demand for those new recycled content products. You create that demand by purchasing products made and/or packaged with recycled paper, steel, aluminum, glass and plastic.

### How can you participate?

One of the centerpiece efforts of America Recycles Day is to challenge each of us to sign a card "pledging" to recycle and buy recycled. In 2001, South Carolinians who accept the challenge are eligible to win special prizes in separate state and regional drawings. The grand prize winner in the state drawing, which will be held in late November, will receive \$1,000 provided by the S.C. Soft Drink Association. The grand prize winner in the regional drawing will receive \$10,000 worth of recycled content products.



In addition, International Paper is sponsoring three essay contests for Recycling Family, Teacher and School of the Year. Winners of the Family of the Year receive \$1,000 for the first prize and \$500 for the four runners-up. Recycling School of the Year will receive \$1,000 cash for educational materials and 100,000 sheets of recycled content paper and four runners-up win 25,000 sheets of recycled content paper. And the Recycling Teacher of the Year will receive a scholarship, not to exceed \$1,250 to attend the National Recycling Coalition's annual symposium. For a brochure detailing contest rules, please call DHEC's Office of Solid Waste Reduction and Recycling at **1-800-768-7348** or visit the Web site at [www.scdhec.net/recycle](http://www.scdhec.net/recycle).

**DID YOU KNOW?** Jim Welch, co-host of South Carolina ETV's national award-winning "NatureScene," is the state's honorary chairman for America Recycles Day.

## America Recycles Day Steering Committee

The America Recycles Day effort is led by a statewide steering committee that is made up of a diverse group, including local governments, private industry, trade associations, non-profit organizations and state agencies. Members are listed below.

- Fisher Communications
- Fort Jackson
- Greenville County
- Horry County
- The Home Depot
- International Paper
- Keep America Beautiful of the Midlands
- PaperStock Dealers
- Recycling Market Development Advisory Council
- Rock Hill Clean and Green
- S.C. Conservation District Employees Association
- S.C. Department of Education
- S.C. Department of Health and Environmental Control
- S.C. Energy Office
- S.C. Press Association
- S.C. Soft Drink Association
- South Carolina ETV
- U.S. Postal Service (Greater S.C. Cluster)
- York County

### ARD Facts

- The fifth annual America Recycles Day is Thursday, November 15, 2001.
- More than 100 local recycling and "buy recycled" showcase events across the state are expected this year.
- In 2000, more than 32,000 South Carolinians pledged to recycle more and buy recycled.

I accept the challenge to **buy recycled, recycle more or support a recycling event.** Please enter me in the drawings to win terrific prizes to be held in Columbia, S.C. and Washington, D.C.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

County: \_\_\_\_\_

Daytime Phone Number: \_\_\_\_\_

☐ **PLEASE CHECK HERE IF YOU ARE UNDER THE AGE OF 18.**

**INTERNATIONAL  PAPER**

**SPONSOR of the "RECYCLING  
FAMILY, TEACHER and SCHOOL  
OF THE YEAR" CONTESTS**



**South Carolina  
Soft Drink  
Association, Inc.**

**\$1,000 GRAND PRIZE SPONSOR**

**NOTES:** One entry per person. No purchase necessary. Your name and address will be kept confidential. **Entries must be postmarked by November 15.**

**TAKE THE RECYCLING  
CHALLENGE:** Clip and  
complete this card and return it  
to DHEC's Office of Solid  
Waste Reduction and  
Recycling, 2600 Bull Street  
Columbia, SC 29201.



**SOUTH CAROLINA**  
DEPARTMENT OF HEALTH AND ENVIRONMENTAL CONTROL  
OFFICE OF SOLID WASTE REDUCTION AND RECYCLING

**1-800-768-7348**  
**www.scdhec.net/recycle**



DHEC's Office of Solid Waste Reduction and Recycling FYIs provide general information on environmental topics. Readers are encouraged to reproduce this material. For more information about solid waste issues, please call **1-800-768-7348** or visit our Web site at **www.scdhec.net/recycle**. Please send written correspondence to: DHEC's Office of Solid Waste Reduction and Recycling, 2600 Bull Street, Columbia, SC 29201.